

## CLAIMS

We claim:

1. A display system, for displaying products, said display system including:

a back;

a plurality of hook sockets on said back;

a plurality of plug-in display hooks, each hook mountable to any socket of the plurality, said hooks for hanging the products of various product widths by spacing the hooks, as the product widths require, among the sockets;

each said hook having a front end distal from the sockets.

said back having a header socket;

a header module adapted to plug into the header socket;

said plug-in header module having a display window for product descriptions and pricing; and

said plug-in header module extending frontward to the front ends of the hooks, for displaying the display window, visually unobstructed by the products.

2. A display system, according to claim 1, in which:

the header module includes a pair of the plugs which fit into a

pair of the header sockets.

3. A display system, according to claim 2, in which:

snap tabs on the plugs are spring biased to snap into the header sockets;

the snap tabs each have a pin;

the header sockets each have slots;

the pins spring up into slots, which receive the pins and lock the header module in place on the back.

4. A display system, according to claim 2, in which:

a secondary header protrudes from the header.

5. A display system, according to claim 1, in which:

each hook is attached, onto a hook snap.

6. A display system, according to claim 5, in which:

the hook snap has a ball, and

said ball snaps into one of the a hook sockets, which are cooperatively designed to receive said hook snaps.

7. A display system, according to claim 6, in which:

the hook snap also has a pedestal;

there is a gap between the ball and the pedestal;

the socket has within a compression member, (for squeezing the ball as the ball is inserted into the socket,) which ball thereafter snaps open, locating the gap at the compression member, and thereby holding the hook snap securely in the hook socket,

with the pedestal providing firm contact with inner walls of the hook socket thereby strongly supporting the hook.

8. A display system, according to claim 7, in which:

a ridge provides a slightly deformable friction surface to provide a tight fit between the hook snap pedestal snap and the inner walls of the hook socket.

9. A display system, according to claim 8, in which:

an orientation tab on the pedestal cooperates with a correspondingly shaped slot on one of the inner walls to facilitate proper orientation of the hooks on insertion.

10. A display system, for displaying products, in which said displayed products protrude forward to a display plane, said

display system including:

a back;

said back having a header socket;

a header module adapted to plug into the header socket;

said plug-in header module having a display window (for product descriptions and pricing;) and

said plug-in header module extending frontward to the display plane, (for displaying the display window,) visually unobstructed by the products;

the header module includes a pair of the plugs which fit into a pair of the header sockets

snap tabs on the plugs are spring biased to snap into the header sockets;

the snap tabs each have a pins;

the header sockets each have slots;

the pins spring up into slots, which receive the pins and lock the header module in place on the back.

11. A display system, according to claim 10, in which:

a secondary header protrudes from the header.

12. A display system, according to claim 10, in which:  
the back has means for mounting over a conventional display  
board.

13. A display system, according to claim 12, in which:  
the conventional display board is a peg board.

14. A display system, according to claim 11, in which, on the  
header:

a bullnose clear cover has a front cover portion;  
the front cover portion mates to a back cover;  
back cover snaps behind the front cover;  
two cover pins protrude from the ends of the back cover;  
the cover pins snap into two frame holes on a frame of the  
header;  
said covers then define a location into which header information  
on card stock can then be slipped between the front cover and the  
back cover.

15. A display system, according to claim 1, in which, on the  
header:

a bullnose clear cover has a front cover portion;

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the front cover portion mates to a back cover;

back cover snaps behind the front cover;

two cover pins protrude from the ends of the back cover;

the cover pins snap into two frame holes on a frame of the header;

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said covers then defines a location into which header information  
on card stock can then be slipped between the front cover and the  
back cover.

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